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Application Number	10/821,504
Filing Date	04/09/2004
First Named Inventor	Jeff S. Eder
Art Unit	3691
Examiner Name	Sigfried Chencinski
Attorney Docket Number	AR - 65

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NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		KPMG, "What is a value of a brand", pages 14 - 16, July 2006, KPMG Forum, Warsaw, Poland	

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